

Montana Farm to School Fundraising Event

Sample Talking Points for Promoting Your Fundraiser

Please use the following outline to guide you in promoting your Montana Farm to School Fundraising Event within your local community and with media contacts in your area:

A new school fundraising program is about to get off the ground. Here are the details:

- ☐ Rather than selling chocolate, cookie dough, magazines and the like, a local school(s) is embarking on a new fundraising idea through which funds will be raised for the school through the sale of healthy, Montana-made food products. The parent organization at each of the schools is heading up this fundraiser.
- ☐ ____ [Name of School] ____ is the school which will be participating in this fundraiser.
 - Fundraising Contact Person at the school is
Name: _____ Phone: _____ Email: _____
- ☐ ____ [Name of School] ____ will be holding an "all-school assembly" on ____ [date/time] ____ in order to launch this fundraiser.
- ☐ Families from the school will be taking the orders for the items from ____ [start date] ____ to ____ [end date] ____, and then the items will be delivered to the purchaser by ____ [date] ____.
- ☐ This new fundraiser allows schools to raise money while supporting local food producers.
- ☐ Why is this type of fundraising important?
 - Aligns well with school wellness policies in that it promotes healthy foods, not junk food.
 - Good for local economies – by supporting local farmers/food companies, more money is kept circulating in the local economy.
 - Helps connect kids/families to the local sources of their food – is this important? YES! Recent research has shown that programs that help to connect children to the source of their food can result in positive changes in healthy eating behavior.
 - A program such as this is well-aligned with Farm to School efforts. If there is a local Farm to School group in your area, this is a good place to insert their contact information.
- ☐ The products selected are from ____ [number] ____ different Montana farmers/food producers. Details about the businesses and products are on the fundraiser Order Form, which I have attached to this email.
- ☐ Many of the items are packaged for holiday gift-giving, as the timing of the fundraiser will be such that items are delivered right before the holidays.

Please let me know if you need any more information and thank you, as always, for your great interest in school children in the ____ [county/region] ____.

Contact Info: Name _____ Phone _____ Email _____